CLAIMS

1. A message system comprising:

a wall having opposite first and second sides and comprising at least one of (a) a mirrored surface which is capable of producing a discernible, reflective image of an object placed at the first side of the wall, and (b) a blocking surface which substantially obstructs viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator capable of making a message viewable from the first side of the wall through at least a part of the wall.

2. The message system according to claim 1 wherein the message generator has first and second states and with the message generator in the first state, a first message is viewable from the first side of the wall and with the message generator in the second state, a second message is viewable from the first side of the wall.

3. The message system according to claim 1 wherein the message generator has first and second states and with the message generator in the first state, a first message is viewable from the first side of the wall and with the message generator in the second state, the first message is not viewable from the first side of the wall.

4. The message system according to claim 1 wherein the message generator has first and second states, with the message generator in the first state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a first rate, and with the message generator in the second state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a second rate that is different than the first rate.

5. The message system according to claim 1 wherein the message generator has first and second states, with the message generator in the first state a message that is viewable from the first side of the wall is generated for a first predetermined time interval, and with the message generator in the second state a message that is viewable from the first side

of the wall is generated for a second predetermined time interval that is different than the first predetermined time interval.

6. The message system according to claim 1 wherein the message generator has first and second states, with the message generator in the first state a first message generated by the message generator is in a first language and with the message generator in the second state, a second message generated by the message generator is in a second language.

7. The message system according to claim 1 wherein the message comprises words.

8. The message system according to claim 1 wherein the message comprises at least one of a wall, and a representation of an animate or inanimate object.

9. The message system according to claim 1 wherein the message generator comprises a light source.

10. The message system according to claim 1 wherein the message comprises a light beam.

11. The message system according to claim 1 wherein the message comprises at least one of (a) information regarding a product or service, and (b) information providing a direction to an observer of the message at the first side of the wall.

12. The message system according to claim 1 wherein the message system comprises a sensor to detect the presence of an individual or object at the first side of the wall and, as an incident thereof, cause the message generator to make a message viewable from the first side of the wall.

13. The message system according to claim 12 wherein the mirrored surface has a convex shape at the first side of the wall.

14. The message system according to claim 1 further comprising a transmitter/generator for directing a signal to the message generator from a location spaced from the message generator.

15. The message system according to claim 14 further comprising a wheeled vehicle carrying the transmitter/generator.

16. The message system according to claim 1 wherein the wall has a thickness and at least a part of the signal generator resides within the thickness of the wall.

17. The message system according to claim 1 wherein the signal generator resides at the second side of the wall.

18. The message system according to claim 1 further comprising a surveillance camera on the second side of the wall which is capable of creating an image of an object on the first side of the wall viewed by the camera through the wall.

19. The message system according to claim 1 wherein an object at the first side of the wall is viewable through the wall from the second side of the wall.

20. A message system comprising:

a wall having opposite first and second sides and comprising a surface which substantially blocks viewing of an object at the second side of the wall through the wall from the first side of the wall; and

a message generator,

the message generator having first and second states,

the message generator in the first state causing a first message to be viewable at the wall from the first side of the wall,

the first message being unviewable from the first side of the wall with the message generator in the second state.

21. The message system according to claim 20 wherein an object on the first side of the wall can be viewed through the wall from the second side of the wall.

22. The message system according to claim 20 wherein the wall comprises a mirrored surface which is capable of producing a reflective image of an object placed at the first side of the wall.

23. The message system according to claim 20 wherein the message comprises at least one of (a) information regarding a product or service, and (b) information providing a direction to an observer of the message at the first side of the wall.

24. The message system according to claim 20 wherein the mirrored surface has a convex shape at the first side of the wall.

25. The message system according to claim 20 wherein the message system comprises a sensor to detect the presence of an individual or object at the first side of the wall and, as an incident thereof, cause the message generator to make a message viewable from the first side of the wall.

26. The message system according to claim 25 further comprising a transmitter/generator for directing a signal to the message generator from a location spaced from the message generator.

27. The message system according to claim 26 further comprising a wheeled vehicle carrying the transmitter/generator.

28. The message system according to claim 20 wherein the signal generator resides at the second side of the wall.

29. The message system according to claim 20 wherein the message generator has first and second states, with the message generator in the first state, a first message is viewable from the first side of the wall, and with the message generator in the second state a second message is viewable from the first side of the wall.

30. The message system according to claim 20 wherein the message generator has first and second states, with the message generator in the first state a first message generated by the message generator is in a first language and with the message generator in the second state, a second message generated by the message generator is in a second language.

31. The message system according to claim 20 wherein the message generator has first and second states, with the message generator in the first state a first message is viewable from the first side of the wall,

and with the message generator in the second state, the first message is not viewable from the first side of the wall.

32. The message system according to claim 20 wherein the message generator has first and second states, with the message generator in the first state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a first rate, and with the message generator in the second state a message that repeatedly flashes is viewable from the first side of the wall and flashes at a second rate that is different than the first rate.

33. The message system according to claim 20 wherein the message generator has first and second states, with the message generator in the first state a message that is viewable from the first side of the wall is generated for a first predetermined time interval, and with the message generator in the second state a message that is viewable from the first side of the wall is generated for a second predetermined time interval that is different than the first predetermined time interval.